PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution **DATE:** April 27, 1992

FROM: Thomas Saloun

SUBJECT: **Promotion Strategy Presentation**

A presentation on Promotion Strategies has been scheduled for 2:30 p.m., on Friday, May 1, 1992 in conference room 6C.

The presentation will address:

- Historical promotion response of different offers
- Net to brand assessments
- Promotional efficiencies
- Long and short term targeting strategies and tactics

Please contact Jackie Pascual, x3586, if you are unable to attend.

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